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LULLA-BUY OF B'WAY; GREAT WHITE WAY PADS UP FOR GRABS

Lois Weiss

Last Updated:

Posted: 12:00 AM, June 22, 2005



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ATTENTION Broadway theater lovers and New Year's Eve revelers: You can soon own a piece of the Times Square Bow Tie - and it will come complete with bathroom, kitchen and bedroom, as well as a private balcony on which to ring in many years to come,

The project was first reported by Post colleague Steve Cuzzo back in October 2004, and now Times Square developer Jeffrey Katz of Sherwood Equities is building his new residential and retail tower: 1600 Broadway on the Square.

"It's a very exciting building," Katz said. "It will be unique, as there are few sites in the area."



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ect will have two floors of high-ceiling containing 137 residential condo units. floor for amenities, inclding outdoor a roof deck.

n Yafee Prescott is the design architect, uman Lichtenstein Claman Efron handled

lk about a room with a view, no one ever thought about this," Katz noted. "The irony is that the lower you are,

the better the view."

John Cetra of Cetra/Ruddy designed the interiors of the studios through three bedrooms and other elements. The Marketing Directors will open a sales office right after Labor Day. The firm's Jackie Urgo said the units will be priced around \$1,000 a foot.

Because elaborate signage and a great mix of retailers give Times Square its street life, the building is also poised to take advantage of both.

"This is by far the most visible retail branding opportunity in all of Times Square," said Kim Mogull of Mogull Realty, who is representing the 30,000-foot retail space, which includes three signs and an outdoor terrace.

"We look at it that we're charging for the real estate and not the signage," added Mogull, who has already received offers in excess of \$400 on the ground and \$200 for the second floor with mezzanine.

Mogull is a big booster of the northern Bow Tie area and has just signed a sweet deal a block north.

Here, in an example of higher-end retailers discovering the area's corporate connections, Godiva leased 1,000 feet on the 50th Street corner of the new Lehman Bros. Building at 745 Seventh Ave. at western Rock Center.

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Mogull represented Godiva while Newmark's Neil Goldmacher, Jeffrey Roseman and Ken HochHauser worked on the deal for Lehman.

*

Because chocolates and diamonds are a girl's best friend, Mogull also signed up Fine Jewelry by Jerry Cohen to 1,000 feet at Trump Plaza on Third Avenue between 61st and 62nd streets.

Cohen was formerly known as Cipriani Jewelry and was located within The Savoy. "Jerry carries the highest-quality diamonds and caters to a very sophisticated clientele," said Mogull. "Co-branding with Donald was a perfect match."

When Extell Management and the Carlyle Group buy the rest of Trump Place from Donald J. Trump for \$1.76 billion later this year, they will flip the three rental towers at 140, 160 and 180 Riverside Blvd. to Equity Residential for around \$816 million, or \$720 a foot. Equity, led by Sam Zell, will take over management of the luxury rentals, a spokesperson told me, leaving the tenants un-Trumped.

Meanwhile, Trump, and partners Jack Wishna and Frontier-owner Phil Ruffin, will break ground on July 12 for the sold-out, 64-story, 1,282-unit Trump International Hotel & Tower - Las Vegas.

The plots are right across The Strip from the new Wynn's Hotel. lweiss@nypost.com

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